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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: **Zettsu et al.**

Serial No.: **09/625,298**

Filed: **July 25, 2000**

For: **Method and Apparatus for Fixing Display Information**

§ Group Art Unit: **2672**  
§  
§ Examiner: **Amini, Javid A.**  
§  
§ Attorney Docket No.: **JP9-1999-0154US1**  
§

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PATENT TRADEMARK OFFICE  
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By: Angelia C. Nearing

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Examiner: **Amini, Javid A.**

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By:

*Amelia C. Nearing*  
Amelia C. Nearing

**APPELLANT'S BRIEF (37 C.F.R. 1.192)**

This brief is in furtherance of the Notice of Appeal, filed in this case on June 12, 2003.

The fees required under § 1.17(c), and any required petition for extension of time for filing this brief and fees therefore, are dealt with in the accompanying TRANSMITTAL OF APPEAL BRIEF.

This brief is transmitted in triplicate. (37 C.F.R. 1.192(a))

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### **REAL PARTIES IN INTEREST**

As reflected in the Assignment recorded on July 25, 2000, at Reel 011117, Frame 0584, the present application is assigned to International Business Machines Corporation, the real party in interest.

### **RELATED APPEALS AND INTERFERENCES**

With respect to other appeals or interferences that will directly affect, or be directly affected by, or have a bearing on the Board's decision in the pending appeal, there are no such appeals or interferences.

### **STATUS OF CLAIMS**

Claims 1-14 stand finally rejected by the Examiner as noted in the final rejection mailed March 12, 2003.

### **STATUS OF AMENDMENTS**

Applicant's Response to Final Office Action, transmitted on May 12, 2003, has been not entered.

### **SUMMARY OF INVENTION**

According claims 1, 7, and 9, Applicants claim a method, means, and program for transmitting page information to an information terminal. A display information acquisition request from an information terminal specifies a page template. The page template is analyzed. Formatter specifying information and display attribute information are acquired from the page template. A formatter is then acquired based on the formatter specifying information. Contents to be

incorporated into the page template are processed to generate page information. It is the page information, and not the unprocessed contents or the page template, that is displayed on the display apparatus of the information terminal. The contents are processed to generate the page information. The page information is used to generate an HTML page. Alteration of the contents is incorporated into the page template without requiring editing of an HTML page.

According to claims 2 and 10, Applicants claim a method and program for transmitting page information to an information terminal. A display information acquisition request from an information terminal specifies a page template. The page template is analyzed. Formatter specifying information and display attribute information are acquired from the page template. A formatter is then acquired based on the formatter specifying information. Information is acquired on contents to be displayed. If the display attributes include one indicating rotation, page information including information on a first content is generated, and after the lapse of a prescribed length of time, page information including information on a second content is generated. Alteration of the contents is incorporated into the page template without requiring editing of an HTML page.

According to claims 3, and 11, Applicants claim a method and program for transmitting page information to an information terminal. A display information acquisition request from an information terminal specifies a page template. The page template is analyzed. Formatter specifying information and display attribute information are acquired from the page template. A formatter is then acquired based on the formatter specifying information. Information is acquired on contents to be displayed. If the display attributes include one indication random, information on a first content is excluded, and page information including information on a second content is generated. Alteration of the contents is incorporated into the page template without requiring editing of an HTML page.

According to claims 4 and 12, Applicants claim a method and program for transmitting page information to an information terminal. A display information acquisition request from an information terminal specifies a page template. The page template is analyzed. Formatter specifying information and display attribute information are acquired from the page template. A formatter is then acquired based on the formatter specifying information. Information is acquired on content to be displayed. Size information on a display area predefined to display the content is also acquired from the page template. This size information on the display area is compared to size information acquired from the content. The display attributes may include one to instruct adjusted

displaying. If the size information on the display area has a greater value than the size information on the content and display attribute includes one to instruct adjusted displaying, the size of the display area is adjusted to the size of the content. Alteration of the contents is incorporated into the page template without requiring editing of an HTML page.

According to claims 5 and 13, Applicants claim a method and program for transmitting page information to an information terminal. A display information acquisition request from an information terminal specifies a page template. The page template is analyzed. Formatter specifying information and display attribute information are acquired from the page template. A formatter is then acquired based on the formatter specifying information. Information is acquired on content to be displayed. A search is performed for content to be displayed. If there is no content, it is determined whether default contents are included in the page template. If these default contents exist in the page template, page information is generated including the information on the default contents. Alteration of the contents is incorporated into the page template without requiring editing of an HTML page.

According to claims 6 and 14, Applicants claim a method and program for transmitting page information to an information terminal. A display information acquisition request from an information terminal specifies a page template. The page template is analyzed. Formatter specifying information and display attribute information is acquired from the page template. A formatter is then acquired based on the formatter specifying information. Information is acquired on content to be displayed. Page information is generated on the arrangement of the contents on the basis of information indicating the direction of arrangement contained in the display attributes. Alteration of the contents is incorporated into the page template without requiring editing of an HTML page.

According to claim 8, Applicants claim a fixing means including means for analyzing a page template, means for acquiring formatter specifying information from the page template and means for acquiring a formatter on the basis of the formatter specifying information. Means for transmitting the formatter is also included. Thus, the formatter must be capable of being transmitted to the information terminal for processing. In addition, alteration of the contents is incorporated into the page template without requiring editing of an HTML page.

## **ISSUES**

Is the Examiner's rejection of claims 1-14 under 35 U.S.C. § 103(a) as being anticipated by U.S. Patent 5,734,915 issued to *Roewer* in view of U.S. Patent 5,960,406 issued to *Rasansky* well founded?

## **GROUPING OF CLAIMS**

For the purposes of this appeal, claims 1-14 stand or fall together as one group.

## **ARGUMENT**

The Examiner rejected claims 1-14 under 35 U.S.C. § 103(a) as being anticipated by U.S. Patent 5,734,915 issued to *Roewer* in view of U.S. Patent 5,960,406 issued to *Rasansky*. This position is not well founded.

According to all of the claims, Applicants claim page information that generates an HTML page is displayed on a terminal. This page information is generated by processing contents to be incorporated into a page template. Formatter specifying information and display attribute information are both acquired from the page template. A formatter is acquired based on this formatter specifying information that is acquired from the page template.

Regarding claims 1, 7, and 9, contents to be included in the template are processed on the basis of the display information that was acquired from the template. It is the page information that is displayed, not the page template and not the contents. The page information is generated by processing the contents to be incorporated into the page template. In addition, the claims state that the alteration permission is incorporated into the page template.

*Roewer* teaches a method for generating hard copy sets of medical imagery. Multiple different image frames can be displayed simultaneously on the display. A text template is described by *Roewer* that indicates how text will be displayed around one or more image frames. This text template, however, does not perform the functions of the page template claimed by Applicants.

The Examiner states that *Roewer* teaches acquiring formatter specifying information and display attribute information from a page template at column 19, lines 14-20. This section states that the text template defines the format and content of data fields. Each template also contains indications of where to place padding, or space, around an image frame. The Examiner also states that *Roewer* teaches a formatter at column 8, lines 15-22. This section describes something *Roewer* refers to as a medical image film formatter. However, it is clear that the medical image file formatter is a type of printer. "A medical image film formatter is located in a radiological department for printing images on film." Column 8, lines 16-18. Thus, the formatter taught by *Roewer* is a physical, tangible device.

Applicants claim a formatter being acquired on the basis of formatter specifying information. This formatter specifying information is acquired from the page template. Nothing in *Roewer* teaches a formatter being acquired on the basis of formatter specifying information that is acquired from a page template. The Examiner does not point to any part of *Roewer* that teaches the medical image film formatter being acquired on the basis of the format and/or content of the data fields of the text template. The Examiner does not point to any part of *Roewer* that teaches the medical image formatter being acquired on the basis of indications in the text template of where to place padding, or space, around an image frame.

Nothing in *Roewer* teaches a formatter as claimed by Applicants. Applicants' claim 8 describes means for transmitting a formatter to the information terminal for processing. A medical image formatter cannot be transmitted to an information terminal for processing. Therefore, it is clear that the formatter claimed by Applicants is not a medical image film formatter.

The Examiner states that *Roewer* teaches processing contents to be included in a page template on the basis of display information that was acquired from the template, and the alteration permission being incorporated into the page template because *Roewer* teaches that a Macintosh workstation acts as a host computer.

Applicants do not claim a Macintosh workstation. Applicants claim that the contents to be included in the template, and not the page information that is displayed, are processed on the basis of the display attribute that was acquired from the page template itself. Nothing in *Roewer* teaches this feature. A Macintosh workstation does not teach this feature.

Applicants very specifically describe how the contents are processed. They are processed on the basis of the display attribute. This display attribute is further described as being acquired from the page template. The Examiner does not point to any part of *Roewer* that teaches processing contents to be included in a page template on the basis of display information that was acquired from the page template. A Macintosh does not teach processing contents to be included in a page template on the basis of display information that was acquired from the page template.

Regarding claims 2 and 10, Applicants describe if the display attributes include one indicating rotation, page information including information on a first content is generated, and after the lapse of a prescribed length of time, page information including information on a second content is generated.

The Examiner states that *Roewer* teaches this feature because it teaches a menu bar and pull-down selection lists in Figure 2. Applicants do not claim a menu bar or pull-down selection lists. Applicants claim judging if the display attributes include one indicating rotation. These display attributes are acquired from the page template. *Roewer* does not teach the menu bar or pull-down selection lists being obtained from the text template. Therefore, *Roewer* does not teach generating, if it is judged that the display attributes include one indicating rotation, page information. A menu bar and pull-down selection lists do not teach if the display attributes include one indicating rotation, page information including information on a first content is generated, and after the lapse of a prescribed length of time, page information including information on a second content is generated.

Regarding claims 3 and 11, Applicants claim excluding information on a first content if it is judged that the display attributes include one indicating random. Again the Examiner points to the menu bar and pull-down selection lists. A menu bar and pull-down selection lists do not teach excluding information on a first content if it is judged that the display attributes include one indicating random. *Roewer* does not teach the menu bar or pull-down selection lists being obtained from the text template. Therefore, *Roewer* does not teach excluding information on a first content if it is judged that the display attributes include one indicating random.

Regarding claims 4 and 12, Applicants claim adjusting the size of the display area if it is judged that the size information on the display area has a greater value than the size information on the acquired content and the display attribute includes one to instruct adjusted displaying. The Examiner again refers to the menu bar and pull-down selection list. A menu bar and pull-down



selection lists do not teach adjusting the size of the display area if it is judged that the size information on the display area has a greater value than the size information on the acquired content and the display attribute includes one to instruct adjusted displaying. *Roewer* does not teach the menu bar or pull-down selection lists being obtained from the text template. Therefore, *Roewer* does not teach the display attribute including one to instruct adjusted displaying.

Regarding claims 5 and 13, Applicants claim acquiring a formatter on the basis of formatter specifying information acquired from the page template. *Roewer* does not teach acquiring a formatter on the basis of formatter specifying information that was acquired from the page template. The Examiner states that the medical image formatter is the formatter described by Applicants. However, *Roewer* does not teach that the medical image formatter is acquired based on formatter specifying information that was acquired from the text template.

In addition, these claims describe searching for information on a content to be displayed on the page template. The Examiner states that the Macintosh workstation teaches this feature. However, a Macintosh workstation does not teach searching for information. A Macintosh workstation does not teach searching for information on a content to be displayed on a page template.

Regarding claims 6 and 14, Applicants claim acquiring a formatter on the basis of formatter specifying information acquired from the page template. *Roewer* does not teach acquiring a formatter on the basis of formatter specifying information that was acquired from the page template. The Examiner states that the medical image formatter is the formatter described by Applicants. However, *Roewer* does not teach that the medical image formatter is acquired based on formatter specifying information that was acquired from the text template.

In addition, these claims describe searching for information on a content to be displayed on the page template. The Examiner states that the Macintosh workstation teaches this feature. However, a Macintosh workstation does not teach searching for information. A Macintosh workstation does not teach searching for information on a content to be displayed on a page template.

These claims describe generating page information on the arrangement of the contents on the basis of information indicating the direction of arrangement contained in the display attributes. The display attribute information is acquired from the page template. The Examiner again points to the menu bar and pull-down selection list. A menu bar and pull-down selection

lists do not teach generating page information on the arrangement of the contents on the basis of information indicating the direction of arrangement contained in the display attributes. *Roewer* does not teach the menu bar or pull-down selection lists being obtained from the text template. Therefore, *Roewer* does not teach generating page information on the arrangement of the contents on the basis of information indicating the direction of arrangement contained in the display attributes acquired from the page template.

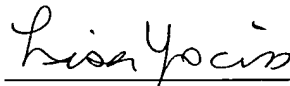
Regarding claim 8, Applicants describe means for transmitting a formatter to the information terminal for processing. The formatter is further described as being acquired on the basis of format specifying information that was acquired from the page template.

The Examiner states that means for acquiring a formatter on the basis of formatter specifying information is taught by *Roewer* because it teaches a medical image formatter. However, a medical image formatter does not teach acquiring a formatter on the basis of formatter specifying information that was acquired from a page template.

Further, if the formatter is the medical image formatter, *Roewer* does not teach transmitting the medical image formatter to a terminal for processing. The Examiner states that *Roewer* teaches means for transmitting a formatter to a terminal for processing because *Roewer* teaches a Macintosh workstation. If the Examiner believes that the medical image formatter teaches the formatter of Applicant's claims, then the Examiner must be consistent when reading the rest of the claims when those claims describe a formatter. A medical image formatter cannot be transmitted to an information terminal for processing. Therefore, it is clear that the formatter claimed by Applicants is not a medical image formatter.

The Examiner states that *Roewer* does not teach using HTML format. The Examiner uses *Rasansky* to supply this missing feature. The combination of the references, however, does not describe, teach, or suggest the combination of the features of Applicants' claims for the reasons described above. Neither reference teaches the features described above.

Applicant's claims are believed to be patentable over the prior art because the prior art, neither singly nor in combination, describes, teaches, or suggests: (1) a formatter that is acquired on the basis of formatter specifying information; (2) a formatter that is acquired on the basis of formatter specifying information that was acquired from a page template; (3) contents to be incorporated in the page template being processed on the basis of a display attribute that was acquired from the page template; (4) judging if the display attributes acquired from the page template include one indicating rotation; (5) judging if the display attributes acquired from the page template include one indicating random; (6) adjusting the size of the display if the display attributes include one to instruct adjusted displaying; (7) searching for information on a content to be displayed on the page template; or (8) generating page information on the arrangement of the contents on the basis of information indicating the direction of arrangement contained in the display attribute acquired from the page template.



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## **APPENDIX OF CLAIMS**

The text of the claims involved in the appeal reads:

1. A display information fixing method to be executed on a display information fixing apparatus for transmitting page information to an information terminal having a display screen and an input unit, comprising the steps of:

- (a) analyzing a page template specified by a display information acquisition request from said information terminal,
- (b) acquiring formatter specifying information and display attribute information from said page template,
- (c) acquiring a formatter on the basis of said formatter specifying information,
- (d) processing contents to be incorporated into said page template on the basis of said display attribute, to generate page information to be displayed on the display apparatus of said information terminal, wherein said page information is used to generate an HTML page; and
- (e) permitting alteration of said contents to be incorporated into said page template without requiring editing of an HTML file.

2. A display information fixing method to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

- (a) analyzing a page template specified by a display information acquisition request from said information terminal,

(b) acquiring formatter specifying information and display attribute information from said page template,

(c) acquiring a formatter on the basis of said formatter specifying information,

(d) acquiring information on a plurality of contents to be displayed on said page template,

(e) generating, if it is judged that said display attributes include one indicating rotation, page information including information on a first content among said plurality of contents and for generating, after the lapse of a prescribed length of time, page information including information on a second content among said plurality of contents, wherein said page information is used to generate an HTML page; and

(f) permitting alteration of said plurality of contents to be displayed on said page template without requiring editing of an HTML file.

3. A display information fixing method to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

(a) analyzing a page template specified by a display information acquisition request from said information terminal,

(b) acquiring formatter specifying information and display attribute information from said page template,

(c) acquiring a formatter on the basis of said formatter specifying information,

(d) acquiring information on a plurality of contents to be displayed on said page template,

(e) excluding, if it is judged that said display attributes include one indicating random, information on a first content among said plurality of contents and for generating page information including information on a second content among said plurality of contents, wherein said page information is used to generate an HTML page; and

(f) permitting alteration of said plurality of contents to be displayed on said page template without requiring editing of an HTML file.

4. A display information fixing method to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

(a) analyzing a page template specified by a display information acquisition request from said information terminal,

(b) acquiring formatter specifying information and display attribute information from said page template,

(c) acquiring a formatter on the basis of said formatter specifying information,

(d) acquiring information on any content to be displayed on said page template,

(e) acquiring size information on a display area predefined to display the content from said page template,

(f) comparing the size information on said display area and the size information on said acquired content,

(g) adjusting, if it is judged that the size information on said display area has a greater value than the size information on said acquired content and said display attributes include one to instruct adjusted displaying, the size of said display area to the size of said content and

generating page information, wherein said page information is used to generate an HTML page;  
and

(h) permitting alteration of said content to be displayed on said page template without requiring editing of an HTML file.

5. A display information fixing method to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

(a) analyzing a page template specified by a display information acquisition request from said information terminal,

(b) acquiring formatter specifying information and display attribute information from said page template,

(c) acquiring a formatter on the basis of said formatter specifying information,

(d) searching for information on a content to be displayed on said page template,

(e) judging, if it is judged that there is no content to be displayed, whether or not information on default contents is defined in said page template,

(f) generating, if any information on default contents exists, page information including said information on default contents, wherein said page information is used to generate an HTML page; and

(g) permitting alteration of said content to be displayed on said page template without requiring editing of an HTML file.

6. A display information fixing method to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

- (a) analyzing a page template specified by a display information acquisition request from said information terminal,
- (b) acquiring from said page template formatter specifying information and display attribute information on a formatter to control the arrangement of a plurality of contents,
- (c) acquiring a formatter on the basis of said formatter specifying information,
- (d) searching for information on a plurality of contents to be displayed on said page template,
- (e) generating page information on the arrangement of said contents on the basis of information indicating the direction of arrangement contained in said display attributes, wherein said page information is used to generate an HTML page; and
- (f) permitting alteration of said plurality of contents to be displayed on said page template without requiring editing of an HTML file.

7. A display information fixing means for transmitting page information to an information terminal having a display screen and an input unit, comprising:

- (a) means for analyzing a page template specified by a display information acquisition request from said information terminal,
- (b) means for acquiring from said page template formatter specifying information and display attribute information,



(c) means for acquiring a formatter on the basis of said formatter specifying information,

(d) means for processing, on the basis of said display attributes, contents to be incorporated into said page template and to generate page information to be displayed on the display unit of said information terminal, wherein said page information is used to generate an HTML page; and

(e) means for permitting alteration of said contents to be incorporated into said page template without requiring editing of an HTML file.

8. A display information fixing means for transmitting page information to an information terminal having a display screen and an input unit, comprising:

(a) means for analyzing a page template specified by a display information acquisition request from said information terminal,

(b) means for acquiring formatter specifying information from said page template,

(c) means for acquiring a formatter on the basis of said formatter specifying information,

(d) means for transmitting a formatter, together with said page template, to said information terminal to process, on the basis of said display attributes, contents to be incorporated into said page template and for generating page information to be displayed on the display unit of said information terminal, wherein said page information is used to generate an HTML page; and

(e) means for permitting alteration of said contents to be incorporated into said page template without requiring editing of an HTML file.

9. A storage medium storing a display information fixing program to be executed on a display information fixing apparatus for transmitting page information to an information terminal having a display screen and an input unit, the program comprising:

- (a) a program code for instructing analysis of a page template specified by a display information acquisition request from said information terminal,
- (b) a program code for instructing acquisition of formatter specifying information and display attribute information from said page template,
- (c) a program code for instructing acquisition of a formatter on the basis of said formatter specifying information,
- (d) a program code for instructing processing of contents to be incorporated into said page template on the basis of said display attributes and generation of page information to be displayed on the display apparatus of said information terminal, wherein said page information is used to generate an HTML page; and
- (e) program code for permitting alteration of said contents to be incorporated into said page template without requiring editing of an HTML file.

10. A storage medium storing a display information fixing program to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, the program comprising:

- (a) a program code for instructing analysis of a page template specified by a display information acquisition request from said information terminal,
- (b) a program code for instructing acquisition of formatter specifying information and display attribute information from said page template,

(c) a program code for instructing acquisition of a formatter on the basis of said formatter specifying information,

(d) a program code for instructing acquisition of information on a plurality of contents to be displayed on said page template,

(e) a program code for instructing, if it is judged that said display attributes include one indicating rotation, generating of page information including information on a first content among said plurality of contents and, after the lapse of a prescribed length of time, generation of page information including information on a second content among said plurality of contents, wherein said page information is used to generate an HTML page; and

(f) program code permitting alteration of said plurality of contents to be incorporated into said page template without requiring editing of an HTML file.

11. A storage medium storing a display information fixing program to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, the program comprising:

(a) a program code for instructing analysis of a page template specified by a display information acquisition request from said information terminal,

(b) a program code for instructing acquisition of formatter specifying information and display attribute information from said page template,

(c) a program code for instructing acquisition of a formatter on the basis of said formatter specifying information,

(d) a program code for instructing acquisition of information on a plurality of contents to be displayed on said page template,

(e) a program code for instructing exclusion, if it is judged that said display attributes include one indicating random, of information on a first content among said plurality of contents and generation of page information including information on a second content among said plurality of contents, wherein said page information is used to generate an HTML page; and

(f) program code for permitting alteration of said plurality of contents to be displayed on said page template without requiring editing of an HTML file.

12. A storage medium storing a display information fixing program to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, the program comprising:

(a) a program code for instructing analysis of a page template specified by a display information acquisition request from said information terminal,

(b) a program code for instructing acquisition of formatter specifying information and display attribute information from said page template,

(c) a program code for instructing acquisition of a formatter on the basis of said formatter specifying information,

(d) a program code for instructing acquisition of information on any content to be displayed on said page template,

(e) a program code for instructing acquisition of size information on a display area predefined to display the content from said page template,

(f) a program code for instructing comparison of the size information on said display area with the size information on said acquired content,

(g) a program code for instructing, if it is judged that the size information on said display area has a greater value than the size information on said acquired content and said display attributes include one to instruct adjusted displaying, adjustment of the size of said display area to the size of said content and for generating page information, wherein said page information is used to generate an HTML page; and

(h) program code for permitting alteration of said content to be displayed on said page template without requiring editing of an HTML file.

13. A storage medium storing a display information fixing program to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, the program comprising:

(a) a program code for instructing analysis of a page template specified by a display information acquisition request from said information terminal,

(b) a program code for instructing acquisition of formatter specifying information and display attribute information from said page template,

(c) a program code for instructing acquisition of a formatter on the basis of said formatter specifying information,

(d) a program code for instructing searching for information on a content to be displayed on said page template,

(e) a program code for instructing, if it is judged that there is no content to be displayed, judgment of whether or not information on default contents is defined in said page template,

(f) a program code for instructing, if any information on default contents exists, generation of page information including said information on default contents, wherein said page information is used to generate an HTML page; and

(g) program code for permitting alteration of said content to be displayed on said page template without requiring editing of an HTML file.

14. A storage medium storing a display information fixing program to be executed on a display information fixing apparatus for transmitting display information to an information terminal having a display screen and an input unit, the program comprising:

(a) a program code for instructing analysis of a page template specified by a display information acquisition request from said information terminal,

(b) a program code for instructing acquisition of formatter specifying information and display attribute information on a formatter to control the arrangement of a plurality of contents from said page template,

(c) a program code for instructing acquisition of a formatter on the basis of said formatter specifying information,

(d) a program code for instructing searching for information on a plurality of contents to be displayed on said page template,

(e) a program code for instructing generation of page information on the arrangement of said contents on the basis of information indicating the direction of arrangement contained in said display attributes, wherein said page information is used to generate an HTML page; and

(f) program code for permitting alteration of said plurality of contents to be displayed on said page template without requiring editing of an HTML file.